

Date: 2-Oct-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**
Candidate: M. Smith
Week of: 9/24 - 9/30
Contract Number: 332806 - HL 6333938

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
2	6-8A Sat	:30	\$250	5	1	\$175	\$75
15	530-8A Sun	:30	\$250	5	1	\$150	\$100

TOTAL REBATE (Gross) \$175
(Net) \$148.75



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Message Media
Client Pol-M. Smith
Campaign/Title State Candidate

Write-up Date 10/2/12
Requested By D. Taveletti
Resolution Date _____

Reason:

Customer Deduction _____
Sales Person Error _____
Billing Error _____
Traffic Error _____
Separation/Scheduling Problem _____
Late Run _____
Other ☒ _____

Reference:

Invoice No. _____
Invoice Date _____
Contract No. 332876

Explanation of Adjustments by Requestor: LVC

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 175.00 Debited: \$ _____
NET Amount to be Credited: \$ 148.75 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____
2. Local/National Sales Manager: D. Taveletti Approved ☒ Date 10/2/12
3. General Sales Manager: _____ Approved _____ Date _____
- General Manager (Over \$5000): _____ Approved _____ Date _____
4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

Contract # 332876

Schedule Dates 09/25/12-10/01/12
Advertiser Pol/M Smith/D/OTH/PA (16939)
Agency Message Media (5658)
Product Political - State Candidate (1071)
Brand POL/M SMITH/D/OTH/PA (137373)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name /
Phone/Fax N/A
CPE National/Political
Account Types Standard
Billing Type Standard
Comments MATT SMITH 9/25
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FRIENDS OF MATT SMITH

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06333938
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,416.25
Net Total \$19,358.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012 30 \$20,400.00
Oct. 2012 4 \$2,375.00
Grand Total: 34 \$22,775.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5:59A- Channel 11 News 6am	1	1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/2	9/24/12
2.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	6A- 8A (EST)	1						1		1	\$250.00	\$250.00	Pittsburgh (WPXI)	SAT NEWS 6-8A/12	9/24/12
3.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:59A- Channel 11 News 6am	4	1	1	1	1				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/24/12
4.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	7A- 8A (EST)	4	1	1	1	1				4	\$625.00	\$2,500.00	Pittsburgh (WPXI)	TODAY 7-8A/3	9/24/12
5.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	7A- 8A (EST)	1	1							1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-8A/47	9/24/12
6.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	8A- 9A (EST)	4	1	1	1	1				4	\$75.00	\$3,000.00	Pittsburgh (WPXI)	TODAY 8-9A/5	9/24/12
7.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	8A- 9A (EST)	1	1							1	\$75.00	\$75.00	Pittsburgh (WPXI)	TODAY 8-9A/6	9/24/12
8.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	11:59A- Channel 11 News 11 Noon	4	1	1	1	1				4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	NOON NEWS/7	9/24/12
9.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	11:59A- Channel 11 News 11 Noon	1	1							1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/8	9/24/12
10.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5P- 5:30P (EST)	4	1	1	1	1				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 5-530P/9	9/24/12
11.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:30P- 6P (EST)	4	1	1	1	1				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 530-6P/10	9/24/12
12.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:58P- Channel 11 News At 6pm M-F	4	1	1	1	1				4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-630P/11	9/24/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

Contract # 332876

Schedule Dates	09/25/12-10/01/12	Date Entered	09/24/12
Advertiser	Pol/M Smith/D/OTH/PA (16939)	Last Modified	09/24/12
Agency	Message Media (5658)	Entered By	Jennifer Stewart
Product	Political - State Candidate (1071)	CO-OP	Yes
Brand	POL/M SMITH/D/OTH/PA (137373)	Headline #	06333938
Salesperson	Telerep/Washington DC, Washington DC (1040)	Demo	
Sales Office	Telerep/Washington DC	Order Type	Normal
Buyer Name	/	Package Deal	
Phone/Fax	N/A	Commission %	15.00
CPE	N/A	Commission	\$3,416.25
Account Types	National/Political	Net Total	\$19,358.75
Billing Type	Standard	Sales Tax	
Comments	MATT SMITH 9/25 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , FRIENDS OF MATT SMITH		

Pittsburgh (WPXI)			
By Broadcast Month	Spots	Rate	
Sep. 2012	30	\$20,400.00	
Oct. 2012	4	\$2,375.00	
Grand Total:	34	\$22,775.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot	09/29/12-09/29/12	4	:30	6P- 6:30P (EST)							1		1	\$625.00		Pittsburgh (WPXI)	NA NEWS 6-630P/16	9/24/12
14.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00		Pittsburgh (WPXI)	SAT NEWS 6-1030A/13	9/24/12
15.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	5:30A- 8A (EST)								1	1	\$250.00	\$250.00	Pittsburgh (WPXI)	SUN NEWS 530-8A/14	9/24/12
16.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)								1	1	\$275.00		Pittsburgh (WPXI)	SUN NEWS 8-10A/15	9/24/12

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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